

Starting An Online Business

by Terri Seymour

If you are thinking about starting an online business, there are a few things you need to ask yourself first.

Can I dedicate myself to this business? Contrary to what a lot of ads tell you, there is no get rich quick business. If you start an online business, you will be putting in hours each day to make that business successful. You will need to be very dedicated to that business to succeed. Weeks, months, or even years could go by before you start making any money. Make sure you are ready for that kind of commitment before you start your business.

What kind of business do I want? What are you interested in? Make sure you pick a business that you will be passionate about. Making your business a success will take time, perseverance, passion and a lot of work.

What do I want to accomplish with this business? Make sure you know exactly what you want to do with your business. Write out your business plans and goals. This will help you to realize what you want to do with your business and how you want to do it. After you have answered these questions and written out your plans and goals, you will then have a lot to learn about building and maintaining websites, promoting your business, computers, and much more.

There are numerous resources on the web that you can utilize for this purpose.

Building a website:

<http://www.bfree.on.ca/HTML>

<http://www.bignosebird.com>

<http://www.pagetutor.com>

Promoting your website:

<http://www.freepromote.com>

<http://www.promotionworld.com>

<http://www.internet-centre.com/promo>

Computer Information:

<http://www.sharpened.net>

<http://webopedia.internet.com>

<http://www.help-site.com>

I do not want to discourage you from starting an online business, but I do want to prepare you for what it takes to build your business. Do not be afraid to ask more experienced netpreneurs for help and advice. Most people will be only too glad to help a Newbie get started. Join some good email discussion lists to learn from others:

pubsonly-subscribe@topica.com

momsbiz-subscribe@egroups.com

digital-women-subscribe@yahoogroups.com

HTML-heaven-subscribe@yahoogroups.com

So if you are thinking about starting an online business, just remember that it takes a lot of time, work, commitment, passion, dedication and perseverance. But I would also like to tell you that it is very rewarding, educational, challenging, exciting, and enjoyable. I thoroughly enjoy helping people, making new friends, being in control of my own

business, and being able to make decisions based on what I feel is right to build my reputation and business.

If you feel that you want to take the time and put in the effort to build an online business, I say **Congratulations and I wish you all the best!!**

I Have Lots of Ideas, But No Idea!

First of all I would like to explain the title a bit. I have talked with some people who would like to start an online business and have all these ideas rolling around in their head, but have no idea what to do with them. They have many interests, but really do not know how to organize these interests into a business.

I try to help people with this task by letting them know what steps to take to turn their interests into an online business.

One of the first things you should do is write down all of the things you are interested in: flea marketing; writing; movies; people; antiques.

The next thing you could do is write down exactly what you want to accomplish with your business: earn a good living; publish an ezine; help people; build a website.

Now you want to kind of put these lists together and make a plan on how you can accomplish your goals with your interests. Your business could be a collectibles and antiques business. You could publish an ezine on antiques, how to buy them, where to get them, what to look for at flea markets and so on. Write informative, interesting articles on these subjects to put in your antique ezine. You could also include movie memorabilia and collectibles. By selling some of your products on Ebay, you could make a good income. On your site, you could also have a section where you help other people get started in similar businesses. The possibilities are endless! The more you organize your thoughts, the more ideas you will get.

There are affiliate programs with all kinds of products to help add to your online income. Look around the Clickbank Marketplace for the products you need.

<http://hop.clickbank.net?webcentral/marketplace>

After you decide what your business will be, then is the time to write out your business plan. Write in detail what you want your business to be and the steps you must climb to attain that your goal.

Some resource sites for planning and starting your business:

<http://www.homebusinessresearch.com>

<http://www.planware.org/bizplan.htm>

http://www.findyourdream.com/Strategies/business_plan.htm

<http://www.ebusinesshelpsite.com>

If you write down your ideas and interests, organize all your goals, you can combine these two lists into a profitable online business. In combining your interests with your goals you can design a customized business that you will be passionate about. Thus, your chances of success will be much higher!

Building A Business On A Zero Budget

Assuming you already have a computer, it is definitely possible to build an online business with a zero budget! From formulating your plan, to building your website, to promoting your new business. This can all be done for free.

Your first step would be to decide what your business is going to be and write out your business plan. If you have your plan written out it will help you in the organization and birth of your business.

After your business is decided, you must then learn how to design and build your website. There are many free tutorials and websites to help you with this.

A few are:

<http://www.bfree.on.ca/HTML>

<http://www.bignosebird.com>

<http://www.pagetutor.com>

Once you learn how to build your site, and believe me the learning never ends, you will want to find a free web host. There are many places that will host your site for free, but my personal favorite is:

<http://www.hypermart.net/index.gsp>

Here is a list of others:

<http://www.vvm.com/~rsadler/freesites.htm>

Once you get your website up, you will want to start promoting your new business. There are many ways to do this for free.

Message Boards:

<http://www.forumone.com>

Announcement Lists - Find announcement lists at:

<http://www.egroups.com>

<http://www.topica.com>

<http://www.smartgroups.com>

<http://www.globelists.com>

Search Engines - Submit manually to top engines.

<http://www.zdnet.com/searchiq>

Link Exchanges - Exchange links with other webmasters.

<http://rlinks.hypermart.net>

<http://www.reciprocallink.com>

The most effective way to promote your business and website is by ezine publishing.

This is a must for your business success. There are many good sites to help you get started:

<http://www.e-zinez.com>

<http://www.web-source.net/web/Ezines>

<http://www.zinebook.com/publicz.html>

<http://newslettercoach.com>

<http://ezine-tips.com>

After you start your ezine, you can get involved with ad swapping. This is a great way to advertise at no cost.

Ezine-Ad-Swaps-subscribe@topica.com

AdSwapsforYou-subscribe@egroups.com

swap_it-subscribe@listbot.com
EzineAdSwap-subscribe@topica.com
ezineadexchange-subscribe@topica.com
LB-Ad_Swaps-subscribe@egroups.com

You can also get your ezine listed in numerous free directories.

<http://www.mjswebularworld.com/ezinesubmit.htm>
<http://www.freezineweb.com>

A good way to add to or start your online income is by joining some good affiliate programs. <http://www.associateprograms.com>

Once you get your income started, you can then start using that money to expand your business. To build a business in this way will take time and a lot of effort, so you should be very passionate and determined not to give up. There is a lot to learn and at times it will seem overwhelming. Just remember we have all been there.

There will be many times when you feel like throwing in the towel, but just remember your goals and do NOT give up! **YOU WILL SUCCEED!!**

Goals Galore!

Our lives, personal and business are made up of a series of goals. We want to be successful, happy, earn a good living, have a family and so on. But how do we achieve these goals? Hopefully, in our personal life, we meet the right person to help us make our personal goals happen. For some of us, this happens right away and for some it may take a lot of years. When it does happen, all of your personal goals can become reality. Our business goals on the other hand, may take more work to make them happen.

When you are deciding on your business goals, one thing you can do is divide your one main goal into several smaller goals that will make your main goal seem more attainable. Instead of your goal being to make a million dollars a year, you can divide this into yearly, monthly, weekly and also daily goals.

For example: If you are an ezine publisher and your goal is 100,000 subscribers, your first year goal could be set at 1000. You make your goals into attainable steps and follow those steps to success. You will accomplish more and not be so easily discouraged by working your business this way.

When you first decide you want to start your own business, what you should do is write down your plan for your business and also what you want your main goal to be. Put all this in an outline. Then you decide on smaller monthly, weekly and yearly goals to work for in order to achieve your main goal.

Another good idea is to organize each day by what you want to achieve for that day. Organize your time each day into blocks and write down what is to get done in each time block. Example:

6:00-7:00am Breakfast and kids to school.

7:00-8:00am Read and answer all emails.

8:00-10:00am Domestic Chores

10:00-12:00am Promotion & Site Maintenance

12:00-1:00pm Lunch Break

1:00- 2:00pm Answer Emails

2:00-4:00pm Work on Ebook and/or Website

4:00-6:00pm Cook & Eat Supper & Do Dishes

6:00-8:00pm Work on ezine & articles.

8:00-10:00pm Break

10:00-11:00pm Answer Emails

You can also put down in more detail what has to be done in each time block.

This is a typical day of mine, however all of our schedules are different. You have to organize your daily goals to best fit your schedule. This can help you get more work done and be less overwhelmed. I used to start my day knowing I had to do this and that and then some more and I wouldn't know where to start and I just felt lost. Writing down and scheduling my daily goals has really helped me get more work done.

You should also write down your weekly and monthly goals in the same manner. Check on these periodically to see if you are doing what needs to be done. One word of advice, use these as a guide and do not beat yourself up if you do not make them exactly as you have written. Some goals may take a little longer to attain than what you think.

Organization is the key to getting more work done and feeling more in control of your goals.

For more information on attaining your goals and organizing your time visit these sites:

<http://www.win-winresourcecenter.com/lookherford1.html>

<http://www.topachievement.com/>

<http://www.mindtools.com/pggoalef.html>

<http://www.iss.stthomas.edu/studyguides/scheduling.htm>

<http://www.organizing-solutions.net/>

With a little time and organization, you can reach all your goals!

Ideas For A Successful Website

There are many things to consider when you want to put up a website. First you must decide on the topic for your website. This should be something that you are very interested in and passionate about. Building and maintaining a website takes time and work.

An important thing to remember when you are designing your website is that you want a clean professional look. It might be pretty if your site looks like a Las Vegas nightclub act, but your visitors will probably get confused and lost in the glitter and go onto another site. You want a clean, uniform design on all pages which should also be easy to navigate. Visit a few sites and see how they are set up and take notice of which ones you can easily find your way in and which ones you easily get lost in.

Visit these sites for more information:

<http://www.trace.wisc.edu/world/web/>

<http://www.bignosebird.com/>

Another thing you want to do is to provide quality, helpful information and content in your website. Once you have a visitor to your site, you want him to have a reason to come back. If you have a website about pets, put up articles on petcare and have links to other websites that contain resources for pet owners.

Here are a couple of sites to find articles on any subject:

<http://www.ezinearticles.com>

<http://www.ideamarketers.com>

There are also article announcement lists such as: Free-Content-subscribe@egroups.com
articles_archives-subscribe@egroups.com
article_announce-subscribe@egroups.com
PublishInYours-subscribe@egroups.com

You should also provide something FREE at your site. You could have FREE greeting cards, FREE resources, FREE ebooks, FREE downloads, or whatever you would prefer to have.

A few sites for FREEBIES:

<http://www.absolutelyfreebies.com>

<http://www.ebookdirectory.com>

<http://download.cnet.com>

One way to keep visitors coming back is to get them involved with your site. Start a discussion board, have a weekly or monthly contest, have your visitors fill out surveys and draw a winner from all the entries. There are many ways to get people involved. Be creative and always be adding fresh content to your site. Update regularly.

To let everybody know about your updates and new content, start your own ezine. This is easier than it seems. With an ezine you will be able to build relationships with your visitors. You will gain their trust and keep them interested in visiting your site. There are many sites to help you get started publishing an ezine.

One of the best I found is:

<http://www.e-zinez.com>

This site can help you get started with resources, articles, and a template.

Building, maintaining and promoting a website is challenging, rewarding and takes a lot of work. I have learned so much in the years that I have been on the net and I know there is tons more to learn. I eagerly accept the challenge and thoroughly enjoy the rewards.

You will have many ups and downs, but do not let the downs deter you from your goals.

Best of luck to you all.

How To Annoy Your Visitors!

When you build a website, your goal is to get people to come to your website, look around and find reasons to come back. If your site is annoying you can be sure they will find another site to visit, never to come back to yours.

Here are some ways you can be sure to annoy your visitors: (they might not annoy all, but probably the majority)

1. Frames - Chopping up a site with frames is a great way to get your visitors frustrated. These frames are very obtrusive and make navigation and reading your site much harder.

2. Overbearing Graphics - Not only are these blinking and flashing graphics distracting and unnecessary, they can also cause your site to download very slowly. Most people do not have the time to sit and wait for an extremely slow site, and will leave before even knowing what your site has to offer.

3. No Contact Information - I cannot stress enough how important it is to have your email address on every page. This will add credibility to your site and always give your visitor a reason to be assured that you can be reached when needed.

4. Too Many Pop-ups - If you want to use a pop-up window (which can be very successful) try using a pop-under. This is the kind that will pop-up under the web page. It

will not be the first thing to pop into your visitor's face. This will give the visitor a chance to see what your site has to offer and they will be more likely to respond to the pop-up. Please do not have multiple pop-ups popping out all over!

5. Hard To Navigate - You want your visitors to be able to get around your site without trouble. Have your links all together in a place that is easily seen. Have them in the same place on every page.

6. Inconsistent Page Design - I have been on some sites where after clicking on a link, I didn't even know if I was at the same site. The page was totally different and did not have any of the same information or links as the previous page. After trying to find what I was looking for and not finding it, I left. Please keep your site design uniform and consistent. This will make it much easier on your visitors.

7. Too Many Banners - If you want banners on your site, set up a banner exchange page for this purpose only. Do not have your homepage or other pages so loaded with banners that there isn't room for anything else.

8. Hard To Read Text - Do not use fancy text or pale text on a pale background. The easiest to read is a dark text on a light background. Also, if you use a textured or print background, be sure that it is not hard on the eyes. One site I visited had a weave look background that made the text so hard to read, after a few minutes of looking around I had to leave because I was getting a headache. If you think it is easy to see get a few more opinions just to be sure!

9. Music- Music used to be very common on the web. Practically every site you went to had music. More and more people started realizing that this was a major distraction and annoyance to a lot of people. If you really want music, have a choice for your visitors. Let them decide if they want the music.

10. Lack Of Content - You've got to have content! Gee, that sounds awfully familiar. People visit a website to see what the site has that will benefit them. Useful, helpful, practical content can't be beat! This would include resources, freebies, tips, ideas, information, interaction, contests, etc.

Visit these sites for more information on designing and building an effective website:

<http://www.aboutresults.com/39steps.htm>

<http://www.useit.com/alertbox/9605.html>

<http://www.hwg.org/opcenter/newsletters/tips/feb00a.html>

<http://www.webmastercourse.com/articles/5-web-design-mistakes/>

http://www.designer.com/focus/articles/web_problems/web_problems_print.htm

One thing you can do is visit several sites that pertain to your business. Study these sites and write down what you find annoying. Write down any reasons you have for leaving the site. Take note of what you like about these sites. Incorporate all these findings into creating a sharp, clean, useful website with nothing to annoy all those visitors!

Don't Be A Spam Artist!

One of the hottest discussion topics going around the web these days is Spam. Spam is different things to different people, but basically it is sending email advertisements to anyone who did not request them or give permission to send them. I do not consider an email from an acquaintance telling me something they think might interest me- spam. I do not consider people telling me about their business and asking for

advice-spam. I do not consider advertisements from companies I have asked about-spam. I do not consider an invitation from a publisher to join their opt-in list-spam. However, these invitations should not be sent out in mass mailings.

There are, however, many things that I do consider to be spam. Unfortunately, when I first started on the Internet, I was guilty of spam once or twice. It does not necessarily make me a bad person, just an uninformed one. Now that I know what is considered to be spam and what is not, I would never in any way, shape or form become a Spam Artist! These are some things to avoid doing:

* **Sending your ad to any email you come across - SPAM!** Do NOT send your ad to anyone unless they have asked for information, or if they have joined your opt-in list.

* **Joining every discussion and announcement list you can find and sending your ad every few hours - SPAM!** When you join these email lists, they will send you an email with their guidelines for posting. Please read and follow these guidelines carefully.

* **Subscribing to an ezine and then replying to the ezine with your ad - SPAM!** This is one way to get yourself removed from a lot of good lists. If you receive an ezine, do not reply with one of your ads.

* **Buying email address lists and blasting your ad-SPAM!** Most of the people on these lists probably do not even know they are on them. Therefore, you do not have their permission to send your ads.

* **Adding people to your opt-in list without their permission - SPAM!** Inviting people to join your list is one thing, but adding them without permission is a definite NO-NO.

* **Visit every board you can, leave an ad and never come back - SPAM!** Message boards have specific rules for posting and are usually for people to discuss and learn from each other, not for posting ads. If you are unsure as to whether something is spam or not, visit some boards and ask other more experienced netpreneurs. It is better to be sure than to be accused of spam. Join some discussion lists also, to learn more about spam and what you should or should not do.

Message Boards:

<http://www.free-publicity.com/cgi-bin/talk.cgi>

<http://www.bizweb2000.com/wwwboard/>

<http://start-smartz.com/cgi-bin/index.cgi#post>

Discussion Groups:

pubsonly-subscribe@topica.com

Newbies911-subscribe@topica.com

epub-subscribe@yahoogroups.com

Visit these sites for more information on what spam is, what to do about it and how to avoid it:

<http://w3.one.net/~banks/spam.htm>

<http://www.arachnoid.com/lutusp/antispam.html>

<http://www.spamfree.org/>

<http://stopspam.sparklist.com/>

Be cautious of the way you conduct your business. Some people are tolerant of spam (if you are not a repeat or offensive spammer) and will just hit the delete button, but some will report anything they think is spam.

Do some research on spam and how not to become a **Spam Artist!**

Business Building Ideas

With this article, I am going to provide you with some of the best ways to build your online business. There are many ways, some not so good and some excellent! The ideas I have listed below are the ones that have helped me the most.

1. Answering email inquiries quickly and efficiently- I get many emails asking about how to build a business or where to advertise and so on. I answer all these emails within a 24 hour period and I am as helpful as possible. Remember, you were once a newbie also. More often than not, these people will subscribe to your ezine and/or add your link to their site or whatever they can do to help you. I have emailed others with questions and always end up subscribing to the ones who answer in a helpful and timely manner. This shows a lot about a person's character and business practices.

2. Message Boards - Get involved in a few good message boards. You do not have to just post an ad and forget about it. That is one way to get people to ignore you. What you want to do is get involved in the conversations. It doesn't even have to be about business. The point is to become part of the discussion and answer questions whenever you can. Establish yourself as reliable and trustworthy, not a person who spams and runs. This will provide you with many prospects. I have had many people email me regarding posts of mine on message boards. Some great boards are:

<http://www.bizymoms.com/discus/>

<http://www.momsnetwork.com/cgi-bin/webx/WebX>

<http://www.delphi.com/dir-delphi/>

3. Ezine Ad Swapping- If you publish an ezine this is one of the best business builders available. Find other ezines of similar content and email the publisher asking if they would be interested in doing an ad swap. Tell them a little about your ezine and why you think an ad swap would benefit both of you. Here are some places to find publishers interested in ad swaps:

<http://Ezine-Swap.com/>

<http://www.adswappers.20m.com/>

<http://www.freezineweb.com/ad-swaps1.html>

4. Ezine Publishing- Publishing your own ezine is definitely one of the best business builder ideas on the net. Ezine publishing is not as hard as it seems. You update people on your site and business and you also provide resources and information. Some sites to help you get started publishing are:

<http://www.ezineseek.com>

<http://www.e-zinez.com>

<http://www.ezineuniversity.com>

5. Building A Good Reputation- It is essential to your business that you present yourself as honest and trustworthy. You must then carry out this presentation and be a person of your word and you must put your customers first. Treat people with respect, the way you would want somebody to treat you. Your attitude and personality will show through and people will respond to you as they see you.

6. Writing and Submitting Articles- Writing articles is a very effective way of getting your business noticed. By writing articles you are sharing your knowledge and experience and this puts stock in your reputation and business. Here are some articles on how to write and submit your articles:

<http://www.soaringprofits.com/writing.htm>

<http://www.marketing-seek.com/articles/data/20000505091258.shtml>

7. Reading Other Quality Ezines- I have obtained unlimited knowledge and information just by subscribing to and reading other quality ezines. Good ezines contain a wealth of information and resources.

I hope some of these ideas will help you in your business as much as they helped me in mine. If you have any questions on any of these ideas or anything else, I will be glad to help. Thank you for taking the time to read this article.

Just A Little Advice... Part 1

When someone decides they want to start an online business, they might think all they have to do is slap up a site and wait for the money to come rolling in. If only it were that easy....but it isn't. There is a LOT of work and a LOT of learning to do when you are building an online business. In my two years on the internet I have learned many ways to help build a business and I expect I will learn a lot more! With this article, I would like to share some of the things that I have learned in building my business.

DO NOT believe the get rich quick ads. There are many scams out there hoping to find people who are looking for easy money and succumb to their promises. Some good indications of these would be.... **MAKE A MILLION DOLLARS IN 6 MONTHS WITHOUT HAVING TO DO ANYTHING**...yea, right!! If it sounds like a dream, it is probably a nightmare!!

<http://www.scambusters.org>

TREAT people with respect! I believe strongly that we should all treat others with respect and help each other as often as we can. Do not insult, embarrass or harass people if they do not agree with your views or if they do not know everything you think they should know.

EXPECT to work hard. Building an online business is something just about anyone can do, but you must be prepared to work and work hard at it. There are umpteen other businesses on the web and you must somehow make yours rise above the others. This is no easy task.

NETWORK with other people online who are starting or building an online business. Join some good discussion groups, message board communities and newsgroups.

Participate in the discussions and become known and trusted in your field.

Discussion Lists - <http://www.liszt.com>

Message Boards - <http://www.forumone.com>

Newsgroups - <http://www.dejanews.com>

DO NOT SPAM! Do not bombard every email address you can find with advertisements about your business. This is one of the quickest ways to lose all credibility for yourself and your business. Send information only to people who have signed up at your site, subscribed to your ezine or have asked for information. When you post to discussion lists, message boards and newsgroups, follow all rules and guidelines.

<http://www.mindworkshop.com/alchemy/nospam.html>

PLAN & ORGANIZE your time. With an online business, there is a lot of work and details to stick to and writing a schedule will help you keep your time organized so all your work gets done. If you do not take the time to plan out your work, you will begin to

feel overwhelmed and then you are more apt to become discouraged and feel like giving up. <http://www.organizetips.com>

BUILD YOURSELF and your reputation and then build your business. You must establish yourself as someone who knows what they are doing and can be trusted. Once this is done, business will begin to grow.

BE PASSIONATE about yourself and your business. Your passion and excitement will show through to others and will reflect on your business. Your passion will also help you to keep going on the days when you feel like giving up. <http://www.5passions.com>

ASK FOR HELP. Do not be afraid to ask questions. There are many others who have been in your shoes and would be glad to answer your questions and help when they can. I have made many friends and built many relationships just by asking questions of others. I have also learned a lot!

BUILD RELATIONSHIPS with your customers and fellow netpreneurs. Ask for your potential customers participation on your site or in your ezine. Let them get to know you and to feel comfortable with you and your business. You can build lasting personal and business relationships without actually meeting someone.

<http://www.utdallas.edu/student/slife/counseling/relation.html>

NEVER STOP LEARNING! Things are always moving and changing on the web and you have to keep on top of things. Never think that you know all you need to know.

There is always more to learn!

SET GOALS that you can stick to. Divide your main goal into smaller goals or steps. By attaining these smaller goals, you will gain confidence and become more passionate about the next goal.

In part 2 of Just A Little Advice..., I will talk about building and maintaining a website and promoting your business. I hope some of this advice will help you to learn more and to get your business going.

Just A Little Advice...Part 2

Continuing on from Part , I would like to share some of the things I have learned about web design and promotion. Building and maintaining a website can be a lot of work. I have learned some ideas and tips for making your website more effective.

Update Your Site Regularly - You must continually add new content to your site. You cannot just throw up some information and then just leave it there forever. Your visitors will stop coming because there is never anything new for them. You could put up a what's new section where you would tell your visitors what you have recently added to the site.

Do Not Overload Your Website - While lots of pretty graphics may look nice, they can be a hindrance to your site. Your site will take too long to download and people might just not want to wait that long. Make sure your site is not too flashy and is easy to navigate. If people cannot find what they are looking for, they will go to another site.

Learn To Be Your Own Webmaster - You want to be in control of your own website and to be able to make changes and improvements without having to depend on somebody else. There were many times when I needed something done and had to wait for my son (who built my site) to be able to do it. Now that I can take care of things myself, things get done when they need to get done. Here are some sites to help:

<http://hotwired.lycos.com/webmonkey>

<http://htmlgoodies.earthweb.com>

<http://www.stars.com>

Make Your Website Unique - Add some of your personality to your site. Have an About Me page and let people get to know you. There is something about your site that is very unique and that is you!

Always Have Something For Free - There are many things you can give away for free at your site. Free resources, eGreeting Cards, eBooks, contests and more. Check out these sites for freebies:

<http://www.absolutelyfreebies.com>

http://www.thefreesite.com/Webmaster_Freebies

Start An Ezine - You definitely want to publish your own ezine to keep in contact with your visitors and to keep them updated on your site and/or products. Publishing an ezine is a lot of work, but it is work that is enjoyable. You want to provide resources and information in your ezine as well as updates on your business. There are some good sites that can help you get started with your ezine:

<http://www.e-zinez.com>

<http://www.worldwidelearn.com/ezine-publishing.htm>

<http://www.ezineuniversity.com>

Start Writing Articles - This is by far one of the best ways to build your online business. People read your articles and it establishes you as an expert in your field and helps build your reputation. You do not have to be a professional writer to write articles. All you have to do is write as if you are talking to a friend. Tell them your views and what you know about the subject at hand. Do some research to back up your information.

Set Your Goals - Decide on what your main goal is and then break it down into smaller goals or steps. Work towards one step at a time and your goal will be that much more attainable. Do not let doubters and skeptics deter you from your goals. Work at it, do not lose faith in yourself and you will reach all your goals!

I wish you the best of success in your business venture and I also hope that some of these things that I have learned help you with some of your business decisions. Always remember: **Do not give up and you will succeed!**

What Is The Meaning Of This?

When I first started on the internet, it was like trying to read another language. There were so many words and expressions that I did not understand. Words like webhost, ezine, upload, download, http, isp, dsl and so many, many more!! I was lost. Little by little I began to learn what these words and others meant. But there are always more to learn.

So this article will be more or less a mini-dictionary to help explain some of these foreign words. So here we go and I hope this helps explain these terms to make them more understandable.

Upload- This is when you copy a file from your computer and send it "up" to your host or server.

Download- This is the opposite of upload. When you bring "down" a file or program from another computer.

ISP-- This stands for Internet Service Provider. A company that will give you access to the internet (for a monthly fee, of course).

Browser-- Program used to access pages and information on the World Wide Web. Examples of browsers are Microsoft Internet Explorer and Netscape Navigator.

#**Cookies**-- This is information about you such as username, password, address, and so on that has been stored in your hard drive from typing this information into a form. When you again visit this site or form and click, stored cookies will pop up and you will not have to re-type all your information.

#**Domain Name**- The "address" or URL of a website. Example:

<http://www.websuccesscentral.com> - websuccesscentral is the domain name.

#**HTML**-- HTML stands for Hypertext Markup Language. It is more or less the language the computer understands. When you build a webpage, you must use HTML coding so the computer understands the way you want the page to look.

#**Java**-- Java is a language used in writing programs to be safely downloaded without virus worries. With Java programs such as Applets, you can do lots of neat tricks, such as animation.

#**Hyperlink**-- Also known as links. Links are urls or other text that you can click on to bring you to another webpage or website. These links are coded in HTML.

#**Search Engine**-- A search engine is like the card catalog at the library. When you want to find a website about a particular subject, type your keywords in the search box and the search engine will find and list related sites and pages.

#**Spam**-- Spam is the junk mail of the internet. When you send a sales pitch or advertisement via email to someone without their consent, this is Spam.

#**Virus**-- This is a program that latches onto other programs and travels from computer to computer, possibly causing lots of damage by destroying files and information.

Modem-- A modem is the part of your computer that enables you to get hooked up to the internet. Your phone line is hooked up to the modem and through your modem you can be connected to the internet.

#**Shareware**-- Shareware is software that you can download and try out before buying. If you decide to keep on using the software, you will have to pay a registration fee.

I hope this article has helped you understand these words a little better. You can find these words and many more at these sites:

<http://www.netlingo.com>

<http://www.computeruser.com/resources/dictionary/index.html>

<http://www.pcwebopedia.com>

<http://www.whatis.com>

There are so many new terms to learn that it may seem overwhelming, but with a little time and effort you can be speaking a whole new language!

Person-To-Person

This article is going to be a little different than my other articles, in that it will be dealing with the person to person contact on the net. I would like to dedicate this article to all the business people who are so helpful and willing to go the extra mile to help out newbies and "oldies" alike!

I have been in this business for years and I am always amazed at how much people are willing to help each other out. This is one of the reasons I love this business so much. I want to encourage newbies and pros alike to keep up this tradition, which makes the World Wide Web such a great place to work.

There are many ways to keep up the tradition of building relationships and helping fellow netizens. Here are a few:

***Provide Free Content and Resources on Your Website.** When you put up a website, make available resources and information for people just learning the business or building an existing business. There are numerous articles, ebooks, downloads, web tools and more you can make available on your site. A few places to find these things are:

<http://www.ebookdirectory.com/>

<http://www.freewarefiles.com/>

<http://www.thefreesite.com/>

***Answer Email Inquiries.** When newbies or pros email you to ask your advice or to get your help on something, you should be as helpful and considerate as you can. Answer the email as quickly as you can and show that person the respect and concern you would like others to show you. Encourage them to write back if they need more help. Remember, you were once in that position also. This is a great way to not only build business relationships, but also friendships as well.

***Provide Free Classifieds on Your Site or in Your Ezine.** This is a great way for beginners or people on a tight budget to get in some advertising. Post your guidelines and make sure everybody follows them.

***Put a Message Board on Your Site or Start an Email Discussion List.** This gives people a way to actually "talk" to other people who have been in their shoes and have learned by experience. You can share your knowledge and experience and help others in the process.

***Publish an Ezine.** This is a great way not only to build your business, but to provide resources and information for other netizens. A couple of great sites to help you get started with an ezine are:

<http://www.e-zinez.com>

<http://www.ezineuniversity.com>

***Do Ad Swaps with Other Publishers** (even if they do not have as many subscribers) I have had only one publisher turn me down for a swap because I did not have enough subscribers. I do not believe in this. Besides helping out the new publisher, you could possibly gain more subs than from a bigger ezine.

When doing business on the net, you must not forget that there are people on the other end of your screen and you cannot lose that person to person contact that we need to succeed. And not only are you helping others in their business, but you are building a reputation for you and credibility for your business! So in closing, I would like to thank all publishers and webmasters who provide any or all of these services. There are many of us who are very grateful.

Don't Quit...De-Stress!

I recently received an email from a friend who was considering quitting her online business. She is going through a stressful time, as we all do, and feels her business is just not worth it anymore. If this sounds familiar to you, then join the crowd! We are all human and there are times when the everyday stress of life just takes its toll.

What you need to do when this happens is not to quit your business, but to step back, give yourself some breathing room and take care of what is causing the excess stress. If you are having family problems, take a break from your business and tend to your family. When that problem is resolved you will be anxious to get back to business.

Think long and hard before quitting.

There are times when I have felt the same way, but I know that I would never want to quit my business. Besides getting to work with so many wonderful people, this business is now a part of me and my life. I am sure that a lot of you feel the same way.

There are many things you can do to de-stress and be ready to get back to business.

**** Exercise is one of the best stress relievers there is. Walking, aerobics, dancing, or whatever form of exercise you choose has many more benefits also.**

**** One thing I do when business gets the better of me, is to shut the computer down for the day and turn my attention to other things that need to be done. Just taking a small break from business can help. When things are really stressful, we may need to take a longer break.**

**** Another thing I do, is to take a few moments and just reflect upon how lucky I really am. I have a home, wonderful family, great job, my health and I also get to live on this beautiful planet. I do not take any of these things for granted for even one minute because in a minute it could all be gone!!**

**** As you are taking those few moments to think about what you do have instead of what you don't, you should also be taking some nice, deep cleansing breaths. And also stretch out some of those tired muscles. I guarantee doing these things will revitalize and refresh your mind and body.**

**** Take some time to think about why you started your business and if those reasons still apply. Are your goals still the same, do you still have the motivation? If the other areas in your life need more attention right now, that is fine, it happens to all of us. Just do what you need to do and then get back to business. Do not make the decision to quit when you are stressed out or trying to deal with other problems. Wait until you can think clearly!**

**** Here are some sites that might give you some more good ideas for de-stressing and life management.**

<http://www.stresscure.com/>

<http://www.stressrelease.com/strssbus.html>

<http://imt.net/~randolfi/StressLinks.html>

Stress is a serious matter and should not be ignored. But it can be controlled and reduced. Do not make any life changing decisions when you are over-stressed. Take a break, clear your mind, de-stress and things will look a lot different!

Best Ways to Promote Your Website for FREE!

So you just built your prize website. You put weeks of work into making the best site possible. Everything is perfect.

So, you wonder, why is nobody coming to my site. The answer is simple: You Must Promote!! Promote everyday and then promote some more.

There are many ways to promote your website that will cost you nothing. Here are some of the best ways that I have found.

***Link Exchanges**

Set up a link exchange page and find sites that are complimentary to yours. Email the webmaster and explain why you want a link exchange. Tell them a little about your site and invite them to take a look. Be selective about which sites you put your link on. More often than not, the webmaster will exchange links.

<http://www.reciprocallink.com/>

<http://folksites.com/linkconnector/reciprocal.html>

***Message Boards**

Get involved in message boards. Don't just post an ad and never come back. Ask questions, answer questions, and get involved with the group. Many people have had alot of success with this method. You can search over 310,000 forums at:

<http://www.forumone.com/index.php>

***Publish an Ezine**

If you are serious about your business you should definitely start an ezine. You want to provide quality information as well as updates and information on your site. This will be one way to gather emails and keep your potential customers coming back. There are many sites that will help you get started with an ezine.

<http://www.e-zinez.com>

<http://www.web-source.net/web/Ezines>

<http://www.zinebook.com/publicz.html>

<http://newslettercoach.com>

<http://ezine-tips.com>

***Search Engines**

You should manually submit to the top search engines. You should also get listed in the minor engines and any directories you can find on other sites. Get listed in as many places as you can(except possibly FFA pages). I prefer not to place my ad on some of these FFA pages. Here are the top search engines:

Yahoo - <http://www.yahoo.com>

Excite - http://www.excite.com/info/add_url

Lycos - <http://www.lycos.com/addasite.html>

Northern Light - http://www.northernlight.com/docs/regurl_help.html

WebCrawler - http://www.webcrawler.com/info/add_url

Do not submit to these too often, you could be banned. Every three to four weeks is often enough.

***Announcement Lists**

There are hundreds of announcement list where you can announce your website or your ezine or business opportunity. Make sure you follow the rules for submitting your ads to each list. You can find some of these lists at:

<http://www.yahoogroups.com>

<http://www.listbot.com>

<http://www.globelists.com>

<http://www.milomail.com>

When you have a website or ezine, you have to spend a lot of time promoting. As you promote, you will learn more about the different ways you can do this on the internet. You must keep at it and do not give up when things look bad. It takes time to get your business established online. Doing these things I have listed will help you spread the word!

Will They Come Back?

When you build a website, you of course, want people to come to your site. But not only do you want them to visit, you want them to come back, and often!

Most people will not come back unless they have a good reason. This is what you must have on your mind when you are designing and building your website. When you visit a site, take note of what that site has that would make you come back for another visit. Use some of these ideas on your website, but put your own unique style into it.

On your homepage introduce yourself and talk to your visitors. Explain what your site is about and what it can do for them. Put a little personality into your site. That is what will make it unique.

Some things you can incorporate into your website to keep people coming back are:

***Quality Content** - A must if you want people to come back to your site. Rather than just showing your products, offer useful, practical information for using the products. If you have a site where you sell cleaning products, provide tips and ideas on how and where to use your products and also tips on other aspects of cleaning and maintaining your home.

***Freebies** - There are many places you can get freebies such as ebooks, downloads, e-cards, webmaster resources, and more. Choose freebies that relate to your site content. For example, if you have a business resource site you want to provide freebies that will help people with their business. Sites for freebies:

<http://www.freewarefiles.com>

<http://www.all-4-free.com>

<http://www.free-ebooks.net>

<http://www.kresch.com/resources>

***Contests** - You can have weekly or monthly contests for your visitors to win a free sample product. Have a trivia contest, or a weekly drawing. Be creative and make your contest interesting and fun!

***Updates** - You definitely do not want your site to become old and stale. You must continuously update and add new information, products, services, etc. to your site. People will get tired of reading the same old information over and over again. Put a What's New section on your homepage to inform your visitors of new additions. This way your visitors will know exactly where to find the new content.

***Message Board** - Build a community on your website for people to learn, share, network, and voice opinions, concerns or whatever is on their mind. This is a great way to keep people coming back for more visits.

Free Message Boards

<http://www.ezboard.com>

<http://www.coolboard.swsites.net>

<http://www.boardhost.com>

The main goals of your website are for visitor participation and benefits. Visitors are looking for things to benefit them and for interaction. **Provide an interesting, beneficial and useful website and they will come back!**

Chain of Success!

Internet marketing is a business with a lot of effective ways of advertising and promoting. There is ezine publishing, ad swapping, free classifieds, email sig file, article writing, search engines and more. Some ways are, of course, more effective than others. One of my favorites has been said by some not to be effective. The reason for this is that it takes people away from your site. I do not believe this. Although it does direct people away from your site for a time, if you have an effective website with good content, I guarantee these people will come back for more information.

The promotion I am talking about is exchanging links. I consider this to be a very effective way of advertising your website and at the same time providing your visitors with resources and information. That is one of the purposes of your website, right?

When I see a url in an ezine or email that looks like it might be complimentary to mine, I go check it out. If I like the site and find it to be a useful resource and not just a duplicate sales site, then I will email the webmaster for a link exchange. Check to see if they have a link page or resource section that would be appropriate for your link. You can also do a search for websites complimentary to your own. Check each site out thoroughly before you email the webmaster.

The email to the webmaster would go something like this:

Hello Webmaster, (I would use their name which you should find on their site)

I have just visited your site and found it very interesting. I would be interested in doing a link exchange with you. I think it would be beneficial to both of us.

I have a business resource site called Web Success Central, with links, ebooks, articles and other resources for online businesses.

Please have a look at my site: <http://www.websuccesscentral.com> and let me know if you are interested.

Thank you for your time and consideration.

Terri Seymour

be sure to include a good sig file

An email like this is usually very effective because you contact him in a professional manner and invite him to have a look at your site.

There are also discussion lists you can join for people looking to swap links. Here are some to subscribe to:

One4All-LinkExchange-subscribe@egroups.com

LinkShare-subscribe@yahoogroups.com

The_Swap_Shop-subscribe@yahoogroups.com

For more information on link exchanging visit these sites:

<http://members.nbc.com/rlinks/html/steps.html>
<http://members.tripod.com/~brolling/reciproc.html>
http://www.eliteaffiliates.com/reciprocal_links.htm

When you are choosing sites to link to, pick sites that are well-built and designed. Do not pick duplicate sales sites, or sites that are offensive in any way. You want to maintain your good name and business reputation.

I believe link swapping is beneficial to us all because by going link to link we can build one big Chain Of Success!

Leave A Message, Please.

Networking is a great way to build your online business and message boards are some of the best places for networking. Not only can you advertise your business (if allowed), you can learn more about marketing, promotion or whatever subject pertains to your business. Message boards are also a great way to establish yourself as an expert and to build yourself a good reputation. Relationships, business and personal can also start from contacts made on message boards. When posting to message boards, there are a few things you should remember.

1. **Do not spam!** A lot of message boards do not allow blatant advertising, but do allow sigtags. Make sure you read all rules carefully before posting. There are message boards that allow advertising of any kind, however these are not very useful as far as networking or learning anything of value.
2. **Do not flame!** Message boards are a means for people to express different opinions and ideas. You should never insult anybody because they do not agree with your point of view. This is one way for you to lose all credibility for your business and your reputation.
3. **Do participate in the discussions!** You definitely want to get involved in the discussions and make yourself known. Answer questions whenever possible and give advice. People will come to respect you as an expert in your field and trust what you say.
4. **Do treat others with respect!** Always give others on the boards the same treatment and respect you would want them to give you. No matter how much or how little someone knows, they still deserve the same respect as others. Always remember, you started out not knowing much either.
5. **Do build relationships!** I have "met" so many wonderful people since starting on the internet! It is a great way to build personal and business relationships. So go to the boards, start a conversation and just have some fun, while building your business!!

Boards for WAHMs:

<http://www.hbwm.com/cgi-bin/Ultimate.cgi>
<http://www.bizymoms.com/discus/>
http://www.moms-home-work.com/disc3_frm.htm

Internet Marketing Boards:

<http://www.williecrowford.com/cgi-bin/index.cgi>
<http://www.free-publicity.com/cgi-bin/talk.cgi>
<http://www.bizweb2000.com/wwwboard/>
<http://rimdigest.intranets.com/login.asp>

Home Business Boards:

<http://powerhomebiz.com/discussion/subscription.htm>

<http://attractionmarketing.com/discussion/index.html>

<http://www.ablake.net/forum/>

You can find more boards at:

<http://www.forumone.com>

<http://www.delphi.com>

Visit some of these boards, find your favorites and get to work building relationships, your business and your reputation!!

Go Offline and Increase Your Traffic

Having an online business entails neverending online promotion, but do not forget to promote offline as well. There are many ways to spread the word offline about your business. Try a few of these affordable and easy ideas. These ideas are simple, yet can bring your site many visitors.

Flyers - Design and print flyers right from your computer. Post them on bulletin boards at grocery stores, churches, malls, post offices, banks, etc. Use brightly colored paper to get people's attention. Make the message interesting enough so they want to visit your site.

WebDecals - Purchase a WebDecal or an I.D. IT Plate for your car. Promote while running errands, shopping or wherever you have to go. They are easy to use and inexpensive.

<http://www.iditplates.net/new/4413/index.html>

<http://www.webdecal.com/at.cgi/130371>

Local Papers - Run your ads in local newspapers. You can usually get these at very reasonable rates. Ask your local paper if they would consider doing a story about your business. Local papers frequently do a write up for local business owners.

Business Cards - Always have business cards on hand. Stick one in your monthly bills when you mail them out, leave one on the table with the tip when you leave the restaurant, stick them on bulletin boards, leave one whenever the opportunity arises.

Letterheads - You should have your url and logo on all printed materials that leave your home/office. Have your url stamped on all envelopes and letters and anything else you mail out.

Coupons - Print out coupons that offer discounts or freebies for anyone who visits your site from that coupon. Post these on bulletin boards, put them in all your outgoing mail, etc.

Freebies - Offer freebies from your site that have your url printed on them, such as ink pens, coffee mugs, matchbooks, calendars, etc. Lots of these items get seen by many people.

Find out more about offline promotion:

<http://www.web-sitepromotion.com/offline.htm>

<http://www.digital-women.com/unique.htm>

http://www.bjweb.com/mktg_guide6.htm

There are tons of ways to promote your online business offline. Expand on the ideas I

have listed and really use your creative imagination. Bring more traffic to your site by going offline!

Building Your Business with FREE Tutorials

If you have an online business, no matter what it pertains to, a great way to promote yourself and your business is by sharing your knowledge. One way of doing this is by preparing free tutorials for people to read and learn from. By doing this, people will come to think of you as an expert in your field. When they need advice, products or services, you will be the one they trust and believe.

Divide your tutorial into four or five (or however many it takes) steps; then set them up at an autoresponder. If you sell home decorating items, you could set up a tutorial to paint a piece of furniture in this manner:

Step 1 - Preparing the Piece

Step 2 - Choosing the Right Paint

Step 3 - Painting the Piece

Step 4 – Maintenance

After you divide these into steps, set it up at the autoresponder for the each step to be sent out two or three days apart. This works better than one complete mailing because it keeps your name and business in the mind of the prospective customer longer and he will be more likely to buy your products.

Free Autoresponders:

<http://www.getresponse.com/?34218>

http://newbieclub.com/cgi-bin/sgx/d.cgi?ottofree-web_success

<http://www.sendfree.com/>

<http://www.aweber.com/>

Have a look at these and decide which you prefer. If you don't like any of these, there are plenty more.

When you set up your tutorials at the autoresponder, don't forget to put a couple points of interest about your site/business. You also want to make sure you have a little thank you note preceding the tutorial. Introduce yourself, say thank you and encourage the prospect to ask questions or visit your site for more information. This will help to build a relationship with the customer and to build your reputation also.

After everything is set-up, the next step is promoting your tutorials. This you would do in the same way as promoting other things.

Email Signature:

FREE 4-day tutorial on painting furniture!

mailto:paintingfurniture@autoresponder.com

Announce it on message boards & discussion lists (if allowed) Make sure you read all rules before posting. If you cannot post it, then add it to your signature.

Announce it in your ezine and on your homepage.

Post it on the appropriate announcement lists.

Add it to your ad swaps and free classifieds.

Put it on your business cards.

Add it to your resource box, if you write articles.

Post it to newsgroups.

Use your imagination and see how many different ways you can come up with to get the word out about your tutorials. These tutorials will go a long way in building your reputation, your business and you!

Ezine Envy!!!

Ok, so you bought a new computer, learned the basics, got yourself a website and are ready for the bucks to come rolling in. You did some advertising with the free classifieds, listed your url in some directories and thought you were all set. After you manually submitted to the major search engines, you were sure the bucks were going to come pouring in. You waited and waited but only about 50 people visited your site and nobody bought anything. You see others around you becoming successful, but your business is going nowhere!

Let me tell you that you can make a lot of money with an online business, but I think that one of the major things you need to do for success is publish an ezine. With an ezine you can keep in touch with your potential customers and you can keep your site and products alive in their minds. But, to publish a successful ezine you must provide good content, not just a giant ad for your business. Have interesting, useful and entertaining information included in your ezine. After you have enough subscribers you can start accepting paid advertising and add to your profits.

By publishing an ezine you can also earn your subscribers' trust by building relationships and showing them that you know what you are doing and talking about. They believe what you say and have confidence in you and your business.

Starting an ezine is not as hard as you would think, although it is a lot of work.

Step 1-- Decide on your content and format. What kind of things do you want to include in your ezine. There are the standard disclaimers, contact information and subscribe- unsubscribe info. Then you want to have a good article or two, a section for ad swaps, resources, interesting facts, tidbits, question and answer column, classifieds, reader feedback, reader submissions, a little humor and fun, the list is endless for good items to put in your ezine.

To help you get started:

<http://www.e-zinez.com>

<http://www.ezineuniversity.com>

<http://www.homebiztools.com/enews.htm>

To find good content for your ezine:

<http://www.ideamarketers.com/>

<http://www.ezinearticles.com/>

<http://www.the-best-list-site-in-the-world.com/>

Step 2-- Organize your first draft. Decide on your template design, organize your content and put your first ezine together. Move things around, make changes here and there until you are satisfied with it. Send it to a few friends to get their opinion. When you are satisfied with your ezine and want to get started, it is now time to start promoting.

Step 3-- Promotion. There are many ways to promote your ezine including ad swaps, free ads, message boards, discussion lists, announcement lists, email sigtag, paid ads, article writing, ezine directories, and more.

Ad Swaps:

http://www.yoursalesoffice.com/Ezine_Joint_Ventures.html

[LB-Ad Swaps](#)

Free Ads:

<http://theslacks.com/webmaster/engines/classifiedfee.html>

<http://www.free-ezine-advertising.com/>

Message Boards:

<http://www.forumone.com>

<http://www.delphi.com>

Discussion Lists:

<mailto:pubsonly-subscribe@topica.com>

epub-subscribe@yahoogroups.com

Announcement Lists:

<mailto:AAnnounce-subscribe@egroups.com>

<mailto:000-ALLAnnounce-subscribe@egroups.com>

mailto:1st_Announce_Here-subscribe@egroups.com

<mailto:linksnlists-subscribe@egroups.com>

<mailto:Advertise-Your-List-subscribe@egroups.com>

<mailto:Aannounce-subscribe@topica.com>

<mailto:ALLAnnounce-subscribe@egroups.com>

<mailto:getmoresubs-subscribe@egroups.com>

Ezine Directories:

<http://www.ezineseek.com>

<http://www.ezineSearch.com>

<http://www.ezineworld.com>

<http://www.cumuli.com/ezine/>

<http://www.ezine-news.com>

<http://www.bestezines.com>

Step 4-- Distribution. After you have gotten a subscriber base started it is now time to start distributing your ezine. You can do this manually, use a paid or free listserver, or purchase software to manage your list. I have my ezine at egroups and haven't had any problems. Before you send your ezine out to your list, always send it to yourself so you can check the format and spelling and so on. Always save your back issue, so when you start on your next one you can just remove the content to be replaced and keep the rest.

This will save a lot of time.

Free Listservers:

<http://www.egroups.com>

<http://www.globelists.com>

<http://www.milomail.com>

<http://www.listbot.com>

<http://www.coollist.com>

Paid Listservers:

<http://www.internetmatrix.com/titan/default2.htm>

<http://www.talklist.com/>

Step 5--Keep it up! Keep promoting, providing good content, building relationships with you readers, and putting out a good ezine and your business will grow and you will profit!! This does not happen overnight. You must be determined to succeed and have passion for your work. You will be succeeding just as the others around you were and you will no longer suffer from Ezine Envy!!

What Do I Put In My Ezine?

You are so excited because your website is finished. Your business is officially open. You are going to start an ezine to help build your business. You have an idea of what to do with your ezine and know how you are going to promote it. The only questions you have left are what do I put in my ezine and where do I get it?

There are a lot of good ideas for your ezine. You must always remember your goals with your ezine. You should promote your business and provide useful resources and information for your subscribers. You also want to build trust and relationships with your readers. Giving subscribers a good ezine with a lot of good info is the way to do it!

***Informative Articles** - You definitely want to provide some good articles that have some useful, practical information and maybe some resource links. There are a lot of good article writers and you should also try to write some articles. It is always good to have some original content and articles are a great way to promote your business also.

Visit these sites to find and/or post articles:

<http://www.connectionteam.com/art.html>

<http://www.ideamarketers.com>

<http://www.the-best-list-site-in-the-world.com/lotsart.html>

Email lists for posting or requesting articles:

Free-Content-subscribe@onelist.com

PublishInYours-subscribe@onelist.com

article_announce-subscribe@egroups.com

***Resource Links** - You should provide links to sites that have resources and information pertaining to your ezine subject matter.

***Question & Answer** - You could have a Q&A section for answering some commonly asked questions about what your business entails.

***Add a Little Fun** - Throw in a joke or a link to a fun site. It never hurts to add a smile to someone's day!

***Ad Swaps** - You should always have room for ad swaps. This is a great way to get good content for your ezine as well as additional exposure for your business. To find publishers to swap with:

http://www.yoursalesoffice.com/Ezine_Joint_Ventures.html

<http://www.adswap.net>

<http://www.businessstructure.com/ezineadswap.htm>

<http://www.bizpromo.com/ezinetrades.htm>

***Reader Feedback** - You can provide a section for your readers to voice their opinion on your ezine or something that pertains to your business. This is a good way for readers to get involved with you and your ezine.

***You** - Have a section where you talk to your readers and let them know they can contact you whenever they have questions. This is a good place for you to keep your readers

informed on what is going on in your business, with new product updates, changes in your website, etc. This also lets your readers get to know you, which helps build trust.

***General Interest** - put links, tidbits, news, products, etc. which you think might interest your readers. These do not always have to be business, but anything that is interesting or useful.

To find out more about ezine publishing go to:

<http://www.e-zinez.com>

<http://www.ezineuniversity.com>

Experiment with your ezine. Change things around , add new things, change the design. Make your ezine an extension of you and your business. Take the time to publish a quality ezine and your business and reputation will flourish!

Easy Ezine Promotion

If you have a website or e-business, you should definitely consider publishing an ezine. Once you have made the decision to publish an ezine and decided on the content, you now must learn how to promote your newsletter. There are many easy and free ways to promote your new ezine.

Here are some of my favorites:

Ezine Directories

There are hundreds of

ezine directories on the web in which you can list your ezine for FREE. You might be asked to run their ad in your ezine or on your site in return for the free service. This is a good idea anyway, because the more people that read the directory, the more people that see YOUR listing. Here are a few to get you going.

<http://www.absoluteauthority.com/ezines/>

<http://www.besteazines.com/>

<http://www.cumuli.com/ezines/verify/default.ldml>

<http://www.escribe.com/>

<http://www.ezineadsources.com/>

<http://www.ezinesearch.com/search-it/ezine/>

<http://www.ezine-universe.com/>

<http://www.e-zinez.com/>

<http://www.list-universe.com/>

Announcement Lists

Announcement

lists are a great way to get the word out about your ezine. Subscribe to the lists and be sure to follow the guidelines for posting on each list. Once you get established on the lists, you should drop your postings to about once a month or every other week. This will prevent "overloading" people with your ad. Get started with these lists.

[WritersZines-](#)

subscribe@onelist.com

ezinestoday-subscribe@onelist.com

00-list-announce-subscribe@onelist.com

lists_for_all-subscribe@egroups.com

Advertise-Your-List-subscribe@egroups.com

MyListAnnounce-subscribe@egroups.com

linksnlists-subscribe@egroups.com

Ad Swaps

Once you get your ezine started, you will want to get your ad in other quality publications. A good and economical way of doing this is by ad swapping. You agree to place another publisher's ad in your ezine and he/she places your ad in their ezine. This is a very effective way of gaining subscribers. Subscribe to these lists for finding publishers who want to swap ads.

EzineAdExchange-subscribe@topica.com

Ezine-Ad-Swaps-subscribe@topica.com

Sigtags

Every time you send out your email you can be sending out an announcement about your ezine. Put a small but informative signature at the bottom of your email.

Example:

Terri Seymour
Web Success Ezine
Subscribe Now for Free Gift
<mailto:web-success-subscribe@egroups.com>

You can also put borders around your sigtag to bring more attention to it.

```
.....  
Terri Seymour  
Web Success Ezine  
Subscribe Now for Free Gift  
mailto:web-success-subscribe@egroups.com  
.....
```

For more detailed information on signatures visit:

http://www.onlinewbc.org/docs/market/mk_net_email_sig_files.html

Write And Submit Articles

Just about the most important thing you should do to promote your business and ezine is to write articles and submit them to other sites and ezines. In doing this, you will build a reputation as an expert in your field. People will come to trust you and acknowledge your business.

A couple of great sites to help you with this:

<http://www.ezineuniversity.com/>

<http://www.writebusiness.com/>

Publishing and promoting an ezine is a lot of work, but the rewards are well worth it. You build relationships with your subscribers, other publishers and writers. Publishing your own ezine gives you a feeling of accomplishment and purpose. These benefits plus the unlimited possibilities for income, make all the effort worthwhile.

Building Relationships Through Your Ezine

Having a business on the internet is different than having a traditional marketing or sales business. When you operate a business from a store, one of the traditional ways of establishing relationships with your customers is the meet and greet method. You greet your customers in the store and talk to them a bit and this helps build trust and establish yourself with the customer. However, on the internet, this method must be done

completely different.

If you have a website through which you sell products of any kind, you must find a way to build relationships with your potential customers. One of the most effective ways of doing this on the web is by publishing your own ezine or newsletter.

Through your ezine you can keep your customers informed of any new products or information on your site. By doing this you keep prospects coming back to your site. Of course, you want to have an interesting and effective website, but that is another article. :)

When you start your ezine there are some guidelines you should follow:

- * Do not make your newsletter one big ad for your product or business. Keep your readers updated about your products, but also provide other information.
- * Follow a clean, easy-to-read format for your ezine. Do not put so many squiggles and lines and other "decorations" that might make it hard for people to read your ezine.
- * Provide useful, helpful content. Links, informative articles, and resources are a few of the things you should provide.
- * Put your personality into your ezine. People will respond to you more if you make it more personal.
- * Ask for and listen to your readers' comments on your ezine. You are publishing your newsletter for your readers, so you should try to do what they ask.
- * Enjoy making contact with your readers and publishing an effective and informative ezine. Treat your readers with respect and courtesy and they will reciprocate.

If you are unsure of how to get started with your ezine, here are a few sites that can help you get going.

<http://www.myezine.com/>

<http://www.e-zinez.com/>

<http://www.ezineworld.com/index.php3>

<http://ezine-tips.com/>

<http://www.web-source.net/web/Ezines/>

Ezine publishing is very essential to your business success. With some time and effort, you can have a very successful ezine. Good luck to you in your publishing and business ventures!

Effective FREE Advertising

If you have an online business, you have found that there are numerous ways to advertise on and off the internet. Some are more effective than others and some are more costly than others. This article will deal with one method that is BOTH free and effective.

I have been ezine publishing for about a year and have found this promotion method to be one of the most effective ways of advertising at no cost. I am talking about ad swapping.

Ad swapping is beneficial in many ways.

***Free Advertising**- This is the obvious benefit. You get your ad in quality ezines at no cost.

***Building Relationships**- You connect with other publishers and form business and sometimes personal relationships, which is a good way of networking you and your business. And making new friends is always a plus!!

***Provide Content for Your Ezine**- Many of the ads I get in return are helpful resources, which I need for my ezine. My ad swaps are inserted in either my ezine section or my

resource section. Thus, more information and resources for my readers.

If you are having trouble locating other publishers for ad swaps, there are many resources for you to use.

Ad Swap Lists:

<mailto:Ezine-Ad-Swaps-subscribe@topica.com>

<mailto:AdSwapsforYou-subscribe@egroups.com>

mailto:swap_it-subscribe@listbot.com

<mailto:EzineAdSwap-subscribe@topica.com>

<mailto:ezineadexchange-subscribe@topica.com>

mailto:LB-Ad_Swaps-subscribe@egroups.com

Ezine Directories:

<http://www.freezineweb.com/ad-swaps1.html>

http://209.53.3.96/newsletters/bins/ad_swap.asp

<http://www.list-city.com/adexdb.html>

<http://www.netterweb.com/ezines/>

<http://www.webheadcentral.com/ezine.html>

When you find an ezine that you would like to do a swap with, contact the publisher. Tell him/her a little about your ezine, such as name, content, target audience, and number of subscribers. I would then ask if he/she would like to view a sample issue and give a link where he/she can see one.

Explain why you would like to do an ad swap and ask if they would be interested. If they reply back that they are interested, you can then work out the details.

There are thousands of quality ezines published on the net and ad swapping is one of the most effective ways of getting your ad in numerous ezines. For no cost, you will be getting your ad out to thousands of subscribers. And of course, you want to have a well-written ad -- hmm, sounds like an article to me! Happy swapping and have a successful day!!

Get More Subscribers! Part 1

Publishing an ezine can be a very rewarding and fulfilling experience. It can also be very challenging! One of these challenges is getting subscribers. There are many ways to obtain these subscribers that are both free and very effective. The methods listed below are the ones that have produced the best results for me. The first step in getting subscribers is to produce a good quality ezine that is loaded with useful content. Throw in some personality, a little fun and you will have a winning ezine.

***Writing Articles** - Writing articles has brought me more subscribers than any other promotion. When I started writing articles, I didn't think there was any way that my articles would get published. I have always wanted to be a writer, but didn't think I could do it. It is not as hard as you might think.

Think of some subjects you would like to write your article about and just sit down and write as if you are talking to a friend. Just tell that friend all the information you think he/she needs to know on that subject. By the time you are done you will have an article. Read over it out loud and see how it sounds. Make any changes necessary and then when it sounds right you are ready to submit it. There are many sites and email lists where you can submit your articles. Below are some of these places:

Websites:

<http://www.ezinearticles.com>

<http://www.webbers.com/newcontent>

<http://www.MakingProfit.com>

<http://www.ezadsuccess.com>

<http://www.atozines.com/content/subartic.htm>

Email Lists:

Article_Depot-subscribe@topica.com

articles_archives-subscribe@egroups.com

Free-Content-subscribe@onelist.com

free_articles-subscribe@topica.com

article_announce-subscribe@egroups.com

***Helping Newbies** - When you have built your reputation and established yourself as someone who knows what they are talking about, you will start getting emails from Newbies and people with questions about starting or improving their business. You should take the time to answer each and every email as quickly and efficiently as possible. This will confirm your reputation and bring you more subscribers and more people asking questions. This to me, is one of the best parts of this job.

It is a great feeling of satisfaction, pride, and accomplishment when you receive an email from someone who has been helped by one of your emails, articles, your ezine or from information on your site. If you cannot answer the person's question, try to direct them to a site or person that can. You cannot be expected to know everything, but sometimes all people want is a little guidance or direction then they will take over for themselves. We have all been there and we should all take a little time to help the ones that are there now. It will help you just as much as you are helping them.

***Ad Swaps** - Ad swaps are a very effective way of getting subscribers. You want to find other publishers with ezines similar to yours and trade ads with them. You run their ad and they will run yours. This helps both sides, which is another plus. You should swap ads with publishers no matter how many subscribers they have. Do not tell a publisher they do not have enough subscribers for a swap. This happened to me once and I have never forgotten it. I swap with ezines with one subscriber or 10,000. If you do not know where to find other publishers, try these places:

Ad Swap Lists:

Group_Advertising-subscribe@yahoogroups.com

Ezine-Ad-Swaps-subscribe@topica.com

EzineAdSwap-subscribe@topica.com

LB-Ad_Swaps-subscribe@egroups.com

Ezine Directories:

<http://www.ezinelocater.com>

<http://www.atozines.com>

<http://www.netmastersolutions.com>

<http://www.bluechiptraffic.com/ezines>

In Part 2 of Get More Subscribers, I will share with you more of the best ways (in my experience) of getting more subscribers. These include message boards, email discussion lists and more. So do not give up, keep promoting and you **WILL get more subscribers!**

Get More Subscribers Part 2

As in Part 1 of Get More Subscribers, I would like to share with you some of the best methods, in my experience, for gaining subscribers. Once you have decided on the format and design of your ezine, you want subscribers. There are numerous ways to help you do this both free and paid. I will be discussing some of the free ways of getting subscribers and also building your business and reputation.

***Link Exchanges** - This is a great way of getting subscribers via your website. Look for sites that compliment your own, email the webmaster and ask them if they would be interested in a link exchange. Explain why a link exchange would benefit both of you and why you chose their site. Link exchanges will bring you more traffic and providing you have an interesting and effective website, it will also bring you more subscribers. Here are some places for finding other webmasters to link with:

<http://www.textlinker.com>

The_Swap_Shop-subscribe@yahoogroups.com

<http://www.reciprocallink.com/>

***Announcement Lists** - This is not the most effective way of getting subscribers, but you will gain some for the small amount of work it takes. Join some good announcement lists, read the guidelines, save all your mail messages and all it takes each day is a few clicks to send out your messages. I have a notebook with all my lists and dates for submitting listed. On each day I open my list messages folder, check my notebook to see which lists I submit to for that day, and then a few clicks and it is done. Open the message, click send and that is it! Once you get established on the lists, slow your posting down a bit so as not to overload people with your announcement. Here are a few lists for you to get started:

AAnnounce-subscribe@egroups.com

mailman-subscribe@topica.com

list-of-lists-subscribe@topica.com

List_Builder-subscribe@topica.com

allzines-subscribe@egroups.com

There are hundreds more. Do a search at Yahoo groups, Topica, Globelists, etc. You will find plenty to choose from.

***Discussion Lists** - Discussion lists are effective for many reasons. You build your reputation. People see you as an expert and start to trust you. They will become interested in what you say and subscribe to your ezine and visit your site. You can also learn a lot from other people on the list and make some great new friends. Do not join a list just to post an ad. You must follow the guidelines and join in the discussions. Get to know the other members, offer help or support when you can. This will go a long way in building your business and subscriber base.

pubsonly-subscribe@topica.com

momsbiz-subscribe@egroups.com

digital-women-subscribe@yahoogroups.com

***Message Boards** - Message Boards are similar to discussion lists. Read the guidelines, get involved in the discussions, help when you can, learn when you can and this will all help build your business and gain subscribers. Here are a few good boards:

<http://www.bizymoms.com/discus/>

<http://www.bizweb2000.com/wwwboard/>
<http://powerhomebiz.com/discussion/subscription.htm>
<http://start-smartz.com/cgi-bin/index.cgi#post>

Find your favorites, have some fun and get those subscribers.

There are many more ways of promoting your ezine and as you get more experience you will learn what the best ways are and which are not so effective. The methods I have explained have worked well for me and can for you also.

You've Got to Have Content!

Ezine publishing is an essential element of your online business. Ezines allow you to keep in touch with your prospective customers and to build a relationship of trust and respect with your readers. Building this relationship is very important to your business and your reputation. One way to accomplish this relationship is by producing a quality ezine with quality content.

By quality content I mean resources, information and other helpful items. Do not make your ezine one big sales letter or ad for your products. You, of course, want to promote your products in your ezine, but don't overdo.

When I first started on the Internet, I was looking for links and ezines that would provide resources to help me promote and build my online business. I also needed to learn step by step what Internet marketing was about. Good ezines can be a goldmine for this kind of information. I have seen some ezines that were nothing but a list of ads and I have also seen some ezines that contained a treasure chest of useful information. You definitely want your ezine to fall into that second category. There are many ways of doing just that.

***Informative Articles:** Make sure you include an article or two that provide some practical and useful information and maybe some resource links to back up that information. A good article should be like a mini tutorial. You should actually learn something from it. There are many places on the web where you can get good articles.

Websites:

<http://www.freesticky.com>
<http://www.ideamarketers.com>
<http://www.the-best-list-site-in-the-world.com/lotsart.html>
<http://www.marketing-seek.com>

Email Article Lists:

free_articles-subscribe@topica.com
PublishInYours-subscribe@onelist.com
newarticles-subscribe@yahoogroups.com
Free-Reprint-Articles-subscribe@yahoogroups.com
ArticlePublish-subscribe@egroups.com

***Original Material:** Along with other quality articles, you should write some of your own material. If you feel you can't write whole articles, write tips, or updates on what is happening on the Net. Write an editorial on subjects that apply to your ezine content. You want to add some of you into your ezine. This will help strengthen the relationship between reader and publisher.

***Helpful Resource Links:** Inform your readers of sites that would help them in promoting their business, web design, marketing or other avenues of building their business. You

can get these links by searching the web, hearing about them from friends or associates, or reading about them in other ezines. Visit these sites to see if they are the kind of site you want to recommend. Write up a short review to go along with the link. Let your readers know how this site can help them.

*Quality Products: If you sell or know of some good products that have helped you or someone you know with their business, inform your readers. Tell them why the product would help them with their business and provide a link for them to find out more.

*Freebies: Everybody loves Freebies!! Tell your readers about Freebies of all kinds. They do not have to pertain to business. Things like Free Ebooks, Free Services, Free Contests, Free Tutorials.....the list goes on and on.

Here are some places to find freebies:

<http://www.4freestuff.com>

<http://www.totallyfreestuff.com>

<http://www.freewarefiles.com>

<http://www.thefreesite.com>

<http://free-n-cool.com>

<http://www.free-ebooks.net>

<http://www.web-promotion-site.com>

This is just a sample. There are thousands of sites that offer something for free. Do a search in your favorite search engine and see all the great links you can find.

*Interaction: You could have a Reader's Comments section so your readers can give their opinions, share their ideas and stories, ask questions, and make suggestions. This also helps strengthen the reader-publisher relationship.

For more help on ezine publishing:

<http://www.e-zinez.com>

<http://www.ezineuniversity.com>

Above all else, remember that your ezine is for your readers and you want to help them by providing a quality ezine with quality content. This is what will build the reader-publisher relationship and give your business a solid foundation on which to grow and prosper!

Yes, You CAN Write Articles!

Writing articles is by far one of the most effective ways of promoting your business or website. Ezine publishers are always looking for good content for their ezines. You, as a writer provide that content and at the same time you build a reputation as an expert in your field. You also gain credibility for your business.

The first article is indeed the hardest. Once you get started they will come much easier.

The first thing you want to do is get ideas for your article. If you have a marketing business, you might want to write about getting customers or effective marketing tactics. Once you start thinking you will get many ideas.

As each idea comes to you, write it down in your article notebook or put it on a floppy. After you have several ideas written down, decide which one you want to write about first.

When you have made your choice, write a title down that captures that idea. Example: If you are writing about gardening, your title could be "Growing Plants, Not WEEDS!"

Once you get your title down, there are a couple of different ways to form your article.

1. Outline Method- In this method, you can write down all the main points you want to include in your article. Then all you have to do is elaborate on each point with some good information. If applicable, include some useful links to provide more resources.

2. Lecture Method- This is the method which works best for me. In this method, I just think about the title for a couple of minutes, and what information I want to include. I then just start talking as if I was telling somebody all about the subject. I just type out as I am talking and in a few minutes an article is born!!

You might even have your own way that works better for you.

Do not be afraid to give your articles a little personality and/or humor. Subscribe to some ezines and read the articles to get an idea of what people are writing. But do not try to copy somebody else's style. You want YOUR knowledge and personality to come through in your articles.

After you have finished your article, you should read it from start to finish. Sometimes just reading through your article will give you more ideas on what to write.

Once you finish your article and make any necessary changes, you will need to submit your article to as many sites and ezines as you can. Here is a list of sites to get you started.

<http://www.atozines.com/content/subartic.htm>

<http://www.seedyourweb.com/page1001.html>

<http://www.webmaster-programs.com/Ezine/NewArticle.htm>

<http://www.upromote.com/newsletter/submit.html>

<http://www.webpromote.com/suggest.asp>

<http://www.MakingProfit.com>

<http://www.connectionteam.com/art.html>

<http://www.ezinearticles.com/>

<http://www.ideamarketing.com>

<http://www.marketing-seek.com/articles/submit.shtml>

<http://www.netterweb.com/articles/>

<http://www.pagecrafters.net/newsletter.html>

<http://www.powerhomebiz.com/archives/articles2.htm>

<http://www.smarteremarketing.com>

<http://www.the-best-list-site-in-the-world.com/lotsart.html>

I wrote three articles before I came up with one I liked and since then I have written four more with no problems. Once you get past the doubt, you will do just fine.

Are People Talking About You?

If I were referring to the local town gossip, you would probably want your answer to be no. Although, the way I see it, if they are talking about me, they are leaving everyone else alone. But, alas, I do believe I am a boring subject for our town gossip!

But if I were referring to the business world, you would definitely want your answer to be YES! Good old-fashioned word-of-mouth advertising. It is still one of the most effective business builders there is.

Even if people are talking negatively about you and/or your business, it can be a positive for you. This talk might make a person curious enough to check out your business and

(hopefully) they will find their experience to be pleasant and satisfactory. Then they would possibly go back to the original talker and tell them of their positive experience with your business and the original talker would try your business again.

No matter how great you, your employees, and your business are, you cannot please everybody. But you can please MOST people if you run your business efficiently and effectively. Some ways of doing this are:

***Be True to Your Word!** You must be trustworthy and do what you promise to do for your customers. Do not make false claims or promises. Your customers will remain loyal if you are true to them.

***Build Relationships With Your Customers!** Get to know your customers as people. Talk to them like you were a friend. But you must be sincere. Do not put on the big "Slap on the back, nice to see you" act.

***Appreciate Your Customers!** Have contests, give away freebies, do whatever you can to make sure your customers know that you appreciate them. A simple Thank You can do wonders!

***Provide Help For Your Prospective Customers!** If your customers need advice or answers make sure you do your best to see that they get that help. You need your customers more than they need you!

***Treat People With Respect!** You definitely do not want to be rude or inconsiderate to people. Treat them the way you would want to be treated in the same situation.

***Provide A Good Product or Service!** This one speaks for itself.

***Make Sure Your Customers Are Satisfied!** You should do everything you can to ensure that the customer leaves your business feeling satisfied.

Visit these sites for more tips and ideas:

<http://www.busreslab.com/tips/tip23.htm>

<http://www.ag.ohio-state.edu/~ohioline/cd-fact/1301.html>

<http://ebusiness.dci.com/articles/eb99092.htm>

<http://advertising.utexas.edu/world/Mouth.html>

In doing all these things you will build a solid reputation that will keep tongues wagging for a long time!!

Getting Ideas For Your Articles

When I first started writing articles, I didn't think I would be able to think of things to write about. I would get an idea and get an article out and then think; What do I write about now? After you get each one out it seems like you are running out of ideas, but the opposite is true. As you write more articles, you are able to identify good article material more easily and more often.

If you come across a good idea and are a little unsure of what to include in your article, do some research. What better place than the Internet for research! If you are having difficulty coming up with ideas, there are ways to "train" your mind to recognize an article in emails, ezines, message boards, and other places. Ideas for your articles can be found anywhere!

***Message Boards** - Make the rounds on your favorite boards and see what people are discussing. What questions are people asking. One simple question can be turned into an excellent article.

<http://www.wahmpreneur.com/discus>

<http://www.free-publicity.com/cgi-bin/talk.cgi>

<http://www.bizweb2000.com/wwwboard>

***Discussion Lists** - Same as with the boards. When you are reading the posts, always ask yourself: Would this make a good, informative article? Do people want or need to know about this?

entrepreneurs-network-exchange-subscribe@yahoogroups.com

momsbiz-subscribe@egroups.com

epub-subscribe@yahoogroups.com

***Emails**- You can get ideas just by reading emails from friends and associates. As when I received an email from a friend who said she was so stressed out she was considering quitting her business. The idea just hit me and my article "Don't Quit...De-Stress!" was born. Just think of each event as it could be written into an article. Positive and negative.

***Current Events** - Keep abreast of what is happening on the Internet and in the "real" world. Many news stories can be made into informative and effective articles.

<http://www.news bureau.com>

<http://www.netnewstoday.com>

<http://groups.com>

***Your business**- What are some of the things you do in your business that are helpful and efficient? Maybe the way you organize your time and work. Many people are not too good at this and an article filled with easy to do tips and ideas would be very successful. Take other parts of your work that you could write into a good article. Just about every aspect of your business can be an article, you just need to write it down in an informative, organized fashion.

***Ezines** - Ezines are goldmines of information and can harvest numerous ideas for articles. If the ezine is listing some places to find link exchanges, you could turn that into an article on how to go about doing link exchanges. The ezine might have some affiliate programs featured. Write an article on what you should look for in an affiliate program. You might think that because you are not a writer, you would not be able to write articles. NOT TRUE! All you need to do is write something you know about, maybe do some research to back up your facts, and then sit down, start typing as if you were talking to a friend and in no time at all you will have a great article. Your mind will become "trained" into seeing articles in all places. Do not give up if you do not like your first draft. Just change it around a little until you do like it. I have submitted a couple of articles I did not particularly like, but they did surprisingly well!

Writing articles is a very important part of your online business. Do not let your doubt stop you from becoming a successful article author!

Beating The Business Blues

Internet marketing is a wonderful business, but if you are like me, there are days when you get really down and just can't seem to get going. This is compounded for some people with the Winter Blues. Sometimes sitting in your lonely corner of the bedroom or living room, it seems like you are the only person on earth. You sometimes feel like you are in a cage and there is no way out! This can also be compounded by a slump in your business sales or successes.

When you feel like this, it is hard to get any work done and can be very counterproductive for you. You must step back, take a break and clear your head. I have found a few things that can help alleviate these problems and would like to share them with you.

1. Get up and get away from the computer for awhile. Even if it is only for 10-15 minutes. Walk around the house, stretch your muscles, do a few neck and back stretches. These can do wonders!

2. Take a walk. Get dressed, go outside, breathe in the fresh, cool air of winter and take a 30 minute walk. This is one of the most invigorating things you can do to clear your head and get the cobwebs out. Walking is the one activity I would recommend most.

3. Call a friend or family member and talk for awhile. This can also be a great way to lift your spirits and confirm your suspicions that there are other people on this planet! ;-) Chat for awhile and laugh a little. Laughter is a great medicine!

4. Have some fun! Put on some of your favorite music and dance around the house for awhile. Let loose and have some fun. Act goofy, crazy or waltz yourself to China. This helps get out some of the frustrations and pent up emotions that can cause the blues.

5. Just relax! Turn everything off, make yourself a cup of coffee, cocoa, or just plain water. Just sit in complete silence and watch the birds outside or put a cool cloth over your eyes. Let your mind go blank for awhile. Forget everything and just relax!

6. Exercise your mind! Show your mind that there is more than just the computer. Do a crossword puzzle, play a few games of solitaire, or read a book. These are all great ways of getting your mind of business and clearing out all the old to make way for the new.

7. Do some housework! This might not be the most fun thing to do, but it helps take your mind of business for awhile and believe me, after about an hour of housework, you will be more than ready to get back to business!

8. Take a TV break! Watch a program that allows you to escape to another world. After you are finished you just might be glad to get back to your world!

If you would like to find out more about beating the blues, you can visit these sites:

<http://www.divorcekit.com/blues.htm>

<http://www.smile-publishing.com/tips.html>

<http://www.lifetimetv.com/shows/strongmedicine/chatroom/1210/1210.html>

I hope some of these pointers will help you relax and get back to business. I know that they have been a great help to me more than once. Sometimes when you are feeling unproductive or just plain tired, the idea is not to work harder, but to stop working and give your mind and/or body a well-deserved break!

Make Time For Family

As I sit here thinking about my two boys, Jesse who is 16 and heading to college next fall and Dustin, my baby, who is almost as tall as I am, I realize that no matter what happens in our lives we have to make time for the most important thing that we have. We all know that I am talking about family!

These days, our daily lives can become so hectic and overwhelming that sometimes we forget what is truly important. Especially if you are trying to build your own home business. Our business becomes our life and other things get pushed to the side.

I recently was in a state of confusion about my own Web Success. Although I love my

business, I felt it was taking over my life. I felt so overwhelmed and in over my head. I thought my life would be so much simpler without having to run Web Success. I actually considered quitting.

Well, thank goodness, after much contemplation and a couple of chats with a good friend, I knew I could never give up Web Success. I worked too long and hard and made too many friends to just quit!! Web Success is and always will be a part of my life.

Here are some things you can do to prevent your business from taking over your life:

1. Set aside some time every day for family. Having a little time with your family is very relaxing, invigorating and refreshing. Have a family movie, play board games, take a family walk or bike ride, or have a picnic. There are so many simple things you can do with your family that do not require a lot of time and/or money.

2. Set aside some time for yourself. This is something that we all need sometimes. Just sit, relax, read a good book, listen to music, watch TV or just relax with a cup of coffee. Whatever it is that soothes you and refreshes your mind. Taking a little solo time will make family and work time much more enjoyable.

3. Organize your time. This simple yet effective task will enable to do much more work and have more family time than just going from one thing to another, trying to figure out what to do next.

4. Exercise. This is another thing you can do with family or solo. Go for a nice brisk walk or hop on your bike and go for a ride. Exercise is a great stress reducer and it also helps refresh your mind.

5. Get involved with your kids lives. Talk to them. By doing this you will feel much more in control in your personal and work life. This will give you a stability you might not feel otherwise.

6. Have a date night with your hubby/wife or sweetheart. Sometimes we get lost in our lives and don't take time to really be with each other. To do this is extremely important because if we are happier and more relaxed with our mate, that feeling will spill out into other areas of our lives, making us more productive.

7. Take a day off from your computer. Go out for the day with your family and do not even think about email or websites or business of any kind. After such a day, you will be refreshed and ready to get back to work.

You can find more info and ideas here:

<http://www.family.org>

<http://www.familyplay.com>

<http://family.go.com>

<http://www.familylife.com>

Besides many other things, having Web Success has instilled in me just how important family is. **No matter what life throws at you, always make time for family!!**

The Three P's of Success!

Starting and building an Internet business is not an easy task. There is the never-ending learning about promotion, marketing, website design and building, technical problems, HTML, cgi, java; the list goes on and on. There are a few things you should think about when you are planning your online business. These three things are some of the most basic yet most important aspects that could make your business a success!

These are Perseverance, Passion and People!

****Perseverance** - Building a successful online business can take months or even years.

Examine your goals and your life.

Will you have what it takes to not give up when things are going bad?

Do you have the determination to work this business for weeks or months without making any money?

Do you want to give up most of the small amount of spare time that you now have?

Go over these questions in your mind and see what you come up with. Despite all the "get rich quick" ads you see, this most likely will not happen. Most people will not even get rich slowly, however, you can make a good income.

You might start making a small amount of money in a few weeks or months, then you might not make any for a few months. You must not let yourself give up, when business is not all it's cracked up to be! You must have Perseverance!

****Passion** - When you are choosing your business, build your business around something that interests you, something that you are passionate about. This will help you keep going when things get tough.

Will I want to work with this business everyday?

Does this business interest me enough to keep my determination going?

Will my passion override any doubts that I will have about becoming successful?

Ask yourself these questions and see what the answers are. You cannot build a successful business around something you have no passion or knowledge about. If you are nuts about horses, build your business around horses, not cats! You must have Passion!

****People** - When you are working an online business, you have to get involved with people. It may not be face to face, but you will have to deal with people from all over the world, everyday. Treat everyone with respect and answer all questions in a timely and courteous manner. You must also be able to deal with rude people. Treat these people with respect also. Be firm, but courteous. Rarely have I had to deal with this problem, but it does come up.

Do I want to have to deal with all those people on a day-to-day basis?

Can I handle all the different situations that can arise when dealing with people?

Can I accept the fact that I cannot please everyone and be able to handle the rejection?

You do not necessarily have to be "the life of the party" but you must be able to handle the problems that working with all kinds of people can bring. You must be able to deal with people!

I must tell you that I have made so many friends since starting Web Success. It is one of the most enjoyable aspects of Internet marketing. Web Success is the second business that I started on the Internet. With the first business, I did not take the three P's into consideration and it failed within a year.

When I planned out Web Success, I really thought about what I wanted to do and how I wanted to do it. Because of that planning I have learned a few things about myself.

I have learned that I have more perseverance than I thought possible.

I have learned that I have a passion for helping people get started with their business and that I am good at it.

I have learned that working with people all over the world has been a thoroughly enjoyable, rewarding and interesting experience.

Find more information here:

<http://www.sotkin.com/articles/biz/10bb.html>

http://www.makestuff.com/home_business/

Remember the three P's of success when planning your goals and your chances of building a profitable business will be much greater!

How Do You Measure Success?

When someone asks you if you are successful, how do you answer? How does one measure success?

You are a Mother and a housewife who decided to try something new, challenging and rewarding. So you start an online business. You work hard for 6 months and your income is just starting to trickle in. You are frustrated and close to giving up hope because you think you are a failure.

STOP! and think about that for awhile.

What exactly constitutes a failure in this business? Do you have to be making \$5000 a month by this time to be a success? Who sets the standard for success and failure?

As for myself, when I first started Internet marketing I didn't even know how to turn on a computer! Getting as far as I am today, to me is a great success! Do not measure your success by how much money you make each month!

Here are a few things to think about when deciding if you are a success:

1. Do you enjoy what you do?
2. Have you made new friends and enjoyed relationships with lots of interesting new people?
3. Do you get personal satisfaction from working your business?
4. Is your family proud of you and are you, yourself proud of your accomplishments thus far?
5. Are you building a clean and honest reputation?
6. Are you being true to yourself and your customers?
7. Are you growing along with your business?
8. Are you more self-confident and sure of yourself and your capabilities?
9. Do you feel more in control of yourself and your life?
10. In general, are you happy about your business?

If you answered yes, to most or all of these questions, I believe you are success!

Accomplishing all the above tasks are the first steps to building your online income.

When you start from the bottom and build a business one day at a time, it will take time and if you are not making a lot of money after 6, 8, or 12 months, that does not make you a failure.

After the first steps fall into place and start taking effect, your income will grow and expand also. Do not expect to start making money the minute your website is up. There are many misleading ads and scammers out there that will tell you otherwise, but as long as you work at your business, build your reputation, and do not give up, your income will follow.

If you would like more information on building a successful business:

<http://www.williecrawford.com/>

<http://www.businessbookpress.com/articles/article124.htm>

<http://www.bizmove.com/internet/startinginternet.htm>

There are many ways to measure success. Do not feel that the amount of money you are making is the epitome of your success!

60 Promotion Links

In this week's article I would just like to give some resource and promotion links for you to use to build your business and reputation.

There are many ways of promoting your business for free on the Internet. It just takes time and you must promote everyday!

***Places for Ad Swaps**

These are some great places to get in contact with other ezine publishers who would be interested in swapping ads.

http://www.yoursalesoffice.com/Ezine_Joint_Ventures.html

<http://www.businessstructure.com/ezineadswap.htm>

<http://www.bizpromo.com/ezinetrades.htm>

Ezine-Ad-Swaps-subscribe@topica.com

EzineAdSwap-subscribe@topica.com

ezineadexchange-subscribe@topica.com

LB-Ad_Swaps-subscribe@egroups.com

***Discussion Lists**

These are some of the best places to do some networking and get your name and business in the spotlight.

One4AllForumssubscribe@egroups.com

newonlineentrepreneurforum-subscribe@egroups.com

pubsonly-subscribe@topica.com

HTML-heaven-subscribe@egroups.com

internet101-subscribe@topica.com

ppca-subscribe@topica.com

momsbiz-subscribe@egroups.com

digital-women-subscribe@yahoogroups.com

epub-subscribe@yahoogroups.com

***Free Classified Sites**

Some free classified sites are effective in getting some response. Here are a list of sites that could work for you.

<http://womans-net.com/cgi-bin/class/classifieds.cgi>

<http://absoluteadsonline.com/cgi-bin/waw/placeads.pl>

<http://www.internetwealthplanet.com/classifieds/>

<http://www.freebiesforwomen.com/cgi-bin/classifieds/classifieds.cgi>

<http://www.envirodocs.com/classifieds/login.cfm>

<http://adv-marketing.com/marketing/int03classified.htm>

***Free Directories**

Get your site listed for free. Some of these sites require a reciprocal link.

<http://www.y2kmoms.com/directory/>

<http://womans-net.com/directory/>

<http://familymanagement.com/family/cgi-bin/dir/add.cgi>

<http://www.bizsearcher.com/bizsearcher/cat/>
<http://www.comfind.com/intro.html?source=A>
<http://ftos.searchking.com/>
<http://free-announcements.com/cgi-bin/links/add.cgi>
<http://www.alfaport.net/directory/internet/add.htm>
<http://www.thebest-sites.com/>

***Ezine Announcement Lists**

Some people swear by these lists and some people say they do not work at all. For the few minutes of work involved I pick up a fair amount of responses.

List_Announcements-subscribe@Onelist.com
00-list-announce-subscribe@onelist.com
000-ALLAnnounce-subscribe@egroups.com
1st_Announce_Here-subscribe@egroups.com
linksnlists-subscribe@egroups.com
Advertise-Your-List-subscribe@egroups.com
Aannounce-subscribe@topica.com
AllMyLists-subscribe@onelist.com

***Website Announcement Lists**

AllSites-subscribe@egroups.com
webbyweb-subscribe@onelist.com
websitedaily-subscribe@egroups.com
ourwebsites-subscribe@onelist.com
A1_WeB_SiTeS-subscribe@onelist.com
PromoteAll-subscribe@topica.com
MyPageAnnounce-subscribe@egroups.com
webby-subscribe@topica.com
URL-Announce-subscribe@egroups.com
WWWebpageannounce-subscribe@egroups.com
zerocost_ads-subscribe@topica.com
sitesandzines-subscribe@onelist.com
ItsOnTheNet-subscribe@egroups.com

***Article Submission Lists**

If you are not writing articles, I would strongly suggest that you start. Article writing is one of the best ways to promote yourself and your business. You do not have to be a "writer" to write a good article. Just write about what you know as if you were telling a friend about your business. It is not as hard as you might think.

subportal@yahoogroups.com
FreeEzineContent-subscribe@topica.com
ArticlePublish-subscribe@egroups.com
publisher_network-subscribe@egroups.com
article_announce-subscribe@egroups.com
Free-Content-subscribe@onelist.com
articles_archives-subscribe@egroups.com
Article_Depot-subscribe@topica.com

These lists are also a great place to get excellent ezine content.

This is just a small portion of the information I have gathered in my years as an Internet

marketer. Use these links as a way of spreading the word about your website and ezine. With commitment, passion, perseverance and time spent learning, you can build your business into a Web Success!

Recommended Ezines & Newsletters

These are some of the ezines that I subscribe to and find invaluable. Good ezines are a goldmine of information and resources. Subscribe to lots of them and sift out the good ones. They will go a long way in helping you learn and build your business.

HomeBizJunction Herald

Publisher: Cathy Bryant

[Subscribe Here](#), or [Visit Here](#).

Start-Smartz Ezine

Publisher: Clarissa "kiki" Frampton

[Subscribe Here](#) with subscribe in the subject line and your email address in the body, or [Visit Here](#).

Tips and Gems

Publisher: Diana Ward of Forward Productions

[Subscribe Here](#) or [Visit Here](#).

All About E-Books

Publisher: Linda Anderson, aka Windsong

[Subscribe Here](#).

Marketing Experiments Journal

Publisher: Dr. Flint McGlaughlin

[Subscribe Here](#) or [Visit Here](#).

Recommended Affiliate Programs

Affiliate programs are a great way to get started with your online business. They are usually free and enable you to get started making money. Joining affiliate programs is also a great way to learn how to market, promote, and build your business before producing your own product.

The programs listed below are the ones that have been the most profitable and effective for [Web Success Central](#). Feel free to, [email me](#) with any questions or concerns you may have.

[The Newbie Club](#) is undoubtedly the best affiliate program that I have been associated with. Not only does this program have great products to sell, but there are lots of free resources also. Some of the products included are Windows for Newbies, Keyboard Magic, DigiCam Magic, First Website Builder and more. Also in this program are free tutorials, free ebooks, free autoresponders, web hosting, and more!

[EZ Money with Ezines](#) is another great product to get started with. This product shows you step-by-step how to run your own ezine publishing business in the comfort of your own home. All you need is a computer and access to the Internet. The affiliate program is a two-tier program. Not only will you get \$10 of each book sold, you will also get an ongoing \$5 from each affiliate you sign up directly below you that sells a book. This

amounts to a healthy 25% commission on the first level and 12% commission on books sold below you.

[Take Online Payments](#). This product has also sold well, although not as well as the others. Take Online Payments reveals how to accept payment online without a merchant account. You earn a HUGE 50% commission for every ebook that is purchased through your affiliate link.

These are just a few of the good affiliate programs you can join to get your business started. Do not fall into the trap of joining every program you find. I think we have all been there at one point and have learned to pick out a few of the best programs to promote. If I could only recommend one affiliate program it would definitely be [The Newbie Club](#). You can find more affiliate programs at [Web Success Central](#)

You can also find all kinds of programs to choose from here:

<http://www.webmaster-programs.com/>

<http://www.hop.clickbank.net/?webcentral/marketplace>

<http://www.affiliateguide.com/>

Free Traffic Programs

These simple programs are a great way to get free traffic to your site. Signup is free and getting credits is easy. Take an hour or two a week and visit as many sites as you can. Open a window for each program and you can earn 100's and 100's of visitors each month at no cost to you!

[EzClickThru.net](#)

[iLoveClicks Network](#)

[TrafficG Network](#)

[Ezhits4u.com](#)

[Ask Miky](#)

[Clixswap](#)

[Hit Harvester](#)

Join the [WahmHits.com](#) Program. With this program all you do is modify your browser's startup page after sign up. Then, each time you startup your browser, you will automatically go to a member's web site and other members will be going to your website.

[Resource-A-Day.com](#)

The world's first FREE Internet resource 100% opt-in mailing site! You can use the resources you will be receiving from us to gain more internet marketing knowledge and to help explode whatever business you do on the net! And here's the best part! You can make money! Lots of it! Just for signing-up Free and getting others to subscribe...FREE!

In Closing...

I would like to thank everyone for taking the time to read this ebook. I hope you have found the enclosed information and resources helpful. For more resources please visit [Web Success Central](#). Each week we add more resources and information to help the new and "not so new" netpreneur. A complete list of the articles and their autoresponder

address can be found at Web Success. All articles are available for reprint as long as resource box and article are not changed in any way without permission from the author. If you have any questions about any of the programs or resources in this ebook, please [email me](#) anytime.

Feel free to distribute this ebook to your customers, contacts, and subscribers as a free gift or incentive.

I wish you all much success and good fortune in achieving your dreams and goals.

Always remember to have passion for your business, be determined to succeed and do not give up!

Terri Seymour
ter02@newnorth.net
Copyright 2001
[Web Success Ezine](#)
[Web Success Central](#)